

Smart Apparel for Women and Misses

Dreyfus

Broad at Second, Richmond

The Dreyfus Shop is the Watch Tower of the Latest Fashions

*Whatever is New, Different, Original is Shown by Dreyfus Almost at the Moment of Its Conception
So Closely Are We in Touch With the Fashion Creators of the Country*

Distance is practically annihilated! We are but a few hours from New York, the Fashion Metropolis of America. Being among the three largest producers of Women's Coats and Suits in that great city, we are in constant touch with the slightest changes in the barometer of styles, both in this country and abroad. This metropolitan service is winning a vast clientele of well-dressed people. New York has fast acquired a distinctive metropolitanism that sets it apart from every other city in the land. It is a city of silk hatted, correctly attired men and beautiful, exquisitely gowned women. Its fashions are the admiration and talk of America, and New York capitalizes tremendously this pre-eminence of style, for, after all, style plays an enormous part in all of our lives. DREYFUS & COMPANY IS KNOWN AS RICHMOND'S HOUSE OF FASHION. A new idea is born, a new style is conceived, and shortly it appears here. Women discovered this, and have acquired the habit of coming directly to DREYFUS & COMPANY in search of new things, and invariably they find them, and at a reasonable price, quality and style considered.

Speaking of Dreyfus Values, Read This Page

You May Have Seen the High Priced Originals of These Dresses



Reproduced at \$15 and \$17.50

These two excellent models are made of standard fine French serge. They are excellent reproductions and at the price named are very unusual values. They are only typical of a number of other excellent models in fine serge and satin that are equally remarkable in style and a fraction in price as the two illustrated. A number of excellent satin dresses are priced at \$15.00.

The Achievement of Producing the Best \$25 Suits



Of Chiffon Broadcloth, Fur Trimmed

These splendid suits made of F. & H. satin finish Chiffon, Broadcloth, lined throughout with Peau de Chevre and interlined. They represent a value that is extraordinary to say the least. This is possible only because we over the materials, Broadcloth, linings, etc., at the old price instead of the market price of to-day. The Fur Trimmings gives it an added touch of style. There are equally remarkable values at \$35.00, \$40.00 and \$50.00.

Large Luxurious Coats, Authoritative, Distinctive for Every Occasion



Fashioned of Rich Materials

Warmth without excessive weight is what the designers had in mind when planning the Fall Coats. Large, stunning convertible collars and deep cuffs. These models are just tipping with style and flaring with smartness. Mixture Coats that are in great demand are priced from \$10.00 to \$20.00. Those finest Velours and Brocade are priced from \$25.00 to \$85.00.

Most Extraordinary Are the Hats We're Selling at
\$7.50



Two Extraordinary Hat Models

Extraordinary models at the exceptional values that are the result of special prices. We are indeed fortunate in being able to offer this at the beginning of the fall season, to be sure, at a time of this high character at so minute a price. Our collection represents the very newest, the last word in the proudest military modes for the fall, including hats for street and dress wear. We ask you to see these wonderful creations and judge for yourself.

Wool Back Satin Skirts, Rarely Sold Less Than \$12.50 at
\$7.50



Two Splendid Models

We cannot recall a single instance where skirts the equal of these have been offered in Richmond at this price. Please bear in mind that these Skirts are made of that high priced wool back satin which has a soft, rich, luxurious finish. We selected two of the season's best models and had them reproduced in this beautiful material. We offer them only in black and navy, and in waist bands up to 30 inches.

Only in Our Waist Dept. Can Such Georgette Waists Be Had at
\$2.98



Values That Are Remarkable

For the past year any Blouse of Georgette Crepe at \$2.98 has been an excellent value. To-day, with the material and labor higher than ever before in the history of the industry, they are more than remarkable. We doubt if you can find them elsewhere in Richmond. We offer for Monday's selling several excellent models in white or flesh, and in all sizes to 44. We will also feature on Monday a number of Georgette Crepe Waists at \$5.00.